

## CLAIMS:

1.           A Liquid Crystal Display (LCD) device,  
having a normally-black liquid crystalline cell at least partially arranged as a reflective liquid  
crystalline cell,  
said liquid crystal display device comprising driving means for driving the liquid crystalline  
5 cell, which driving means are operable in
  - an active mode allowing for normal use of the device, and
  - a standby mode for reducing power consumption of the device.
2.           The Liquid Crystal Display device of Claim 1, wherein a maximum drive  
10 voltage generated by the driving means in the standby mode is lower than a maximum drive  
voltage generated by the driving means in the active mode.
3.           The Liquid Crystal Display device of Claim 1, wherein a frame frequency of a  
drive signal generated by the driving means in the standby mode is lower than a frame  
15 frequency of a drive signal generated by the driving means in the active mode.
4.           The Liquid Crystal Display device of Claim 1, wherein the liquid crystalline  
cell comprises a layer of a vertically aligned liquid crystalline material.
- 20 5.           The Liquid Crystal Display device of Claim 1, wherein the liquid crystalline  
cell is a transfective liquid crystalline cell.
6.           The Liquid Crystal Display device of Claim 5, wherein the liquid crystalline  
cell comprises a layer of a vertically aligned liquid crystalline material.
- 25 7.           The Liquid Crystal Display device of Claim 6, wherein the layer of the  
vertically aligned liquid crystalline material is arranged between a first polarizer and a second  
polarizer being oriented at a right angle with the first polarizer.

8. The Liquid Crystal Display device of Claim 1 or 5, wherein a  $\lambda/4$  compensation layer is arranged adjacent at least reflective parts of the liquid crystalline cell.
9. The Liquid Crystal Display device of Claim 6, wherein a cell gap for a transmissive sub-pixel of the liquid crystalline cell is between 1.6 and 2 times a cell gap for a reflective sub-pixel of the liquid crystalline cell.
10. The Liquid Crystal Display device of Claim 9, wherein the cell gap for the transmissive sub-pixel is about 1.8 times the cell gap for the reflective sub-pixel.